



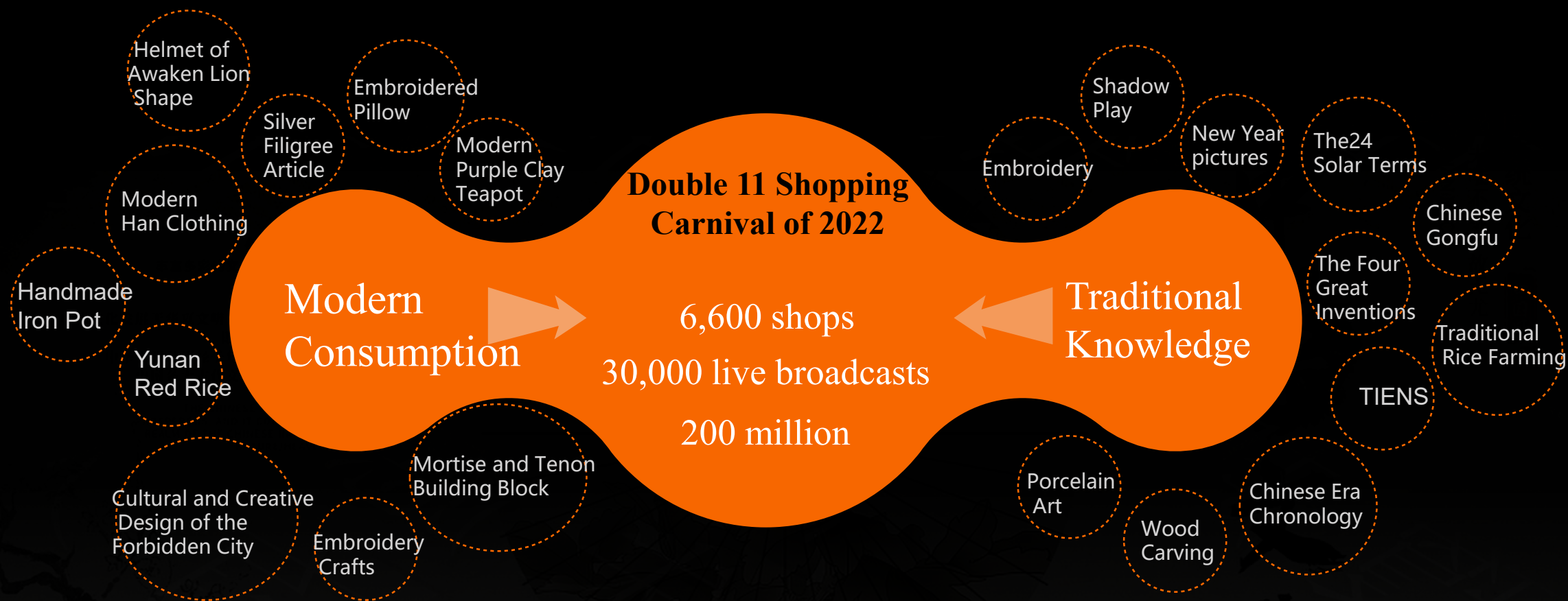
Traditional Knowledge in Digital Age: Passing on and Bringing New Vigor to Tradition

Xing Yue

Vice President, Alibaba Group

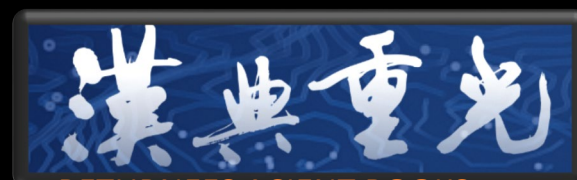
28, Nov 2022

Rise of “Symbolic Consumption”





Accessibility: Digital Technology Makes the Inaccessibility Accessible



RETURNEES ACIENT BOOKS

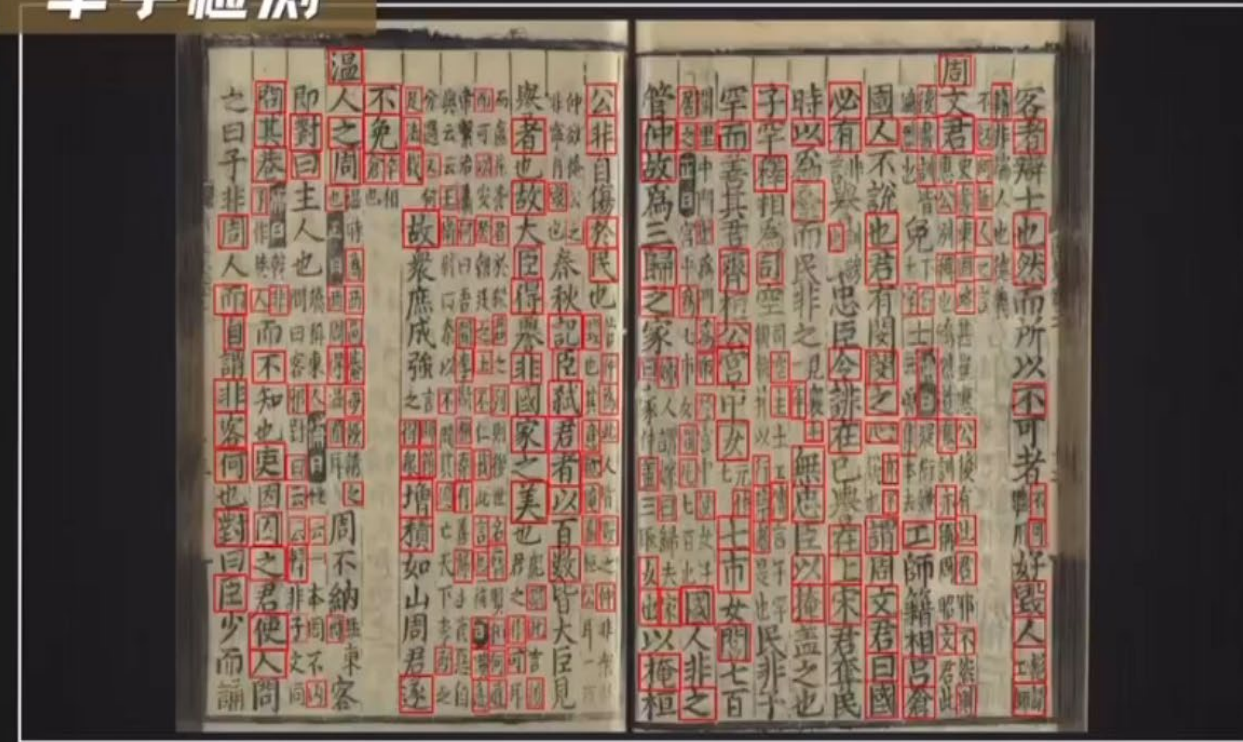
 200,000 Pages of Ancient Books

 97.5% Identification Accuracy

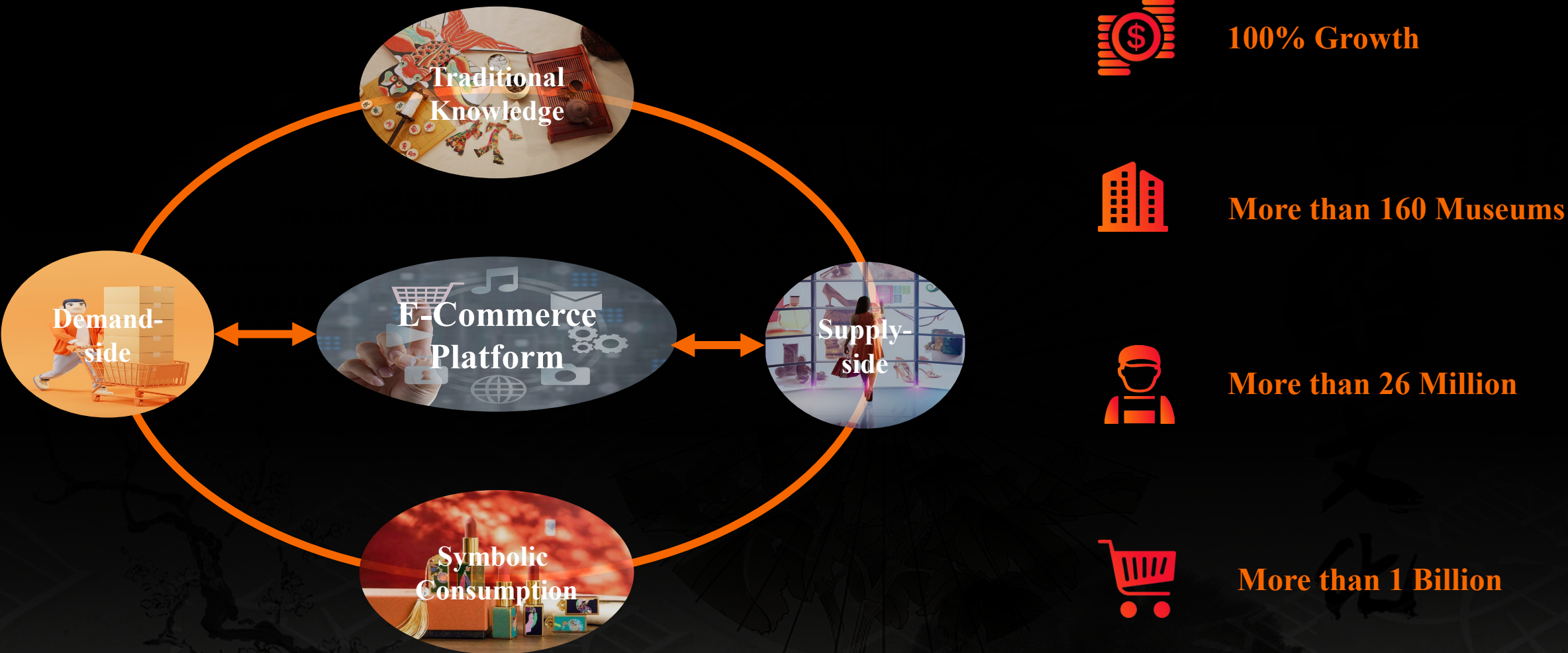
 30,000 Kinds of Ancient Letters

 30 Times More Efficient than Manual Work

单字检测



Accessibility: Digitalization Enables the Inheritance to Dynamic Interaction from One-way Dissemination



Sustainability:

Achieving Productive Protection is the Key Driver for Cultural Inheritance

Intangible Cultural Heritage Products on Taobao and Tmall Platform:
36,000 e-commerce shops 90 billion consumption scale

Over 70% growth in three years

Promotion
Activities



Sales
Promotions



Development
Support Plan



Enthusiastic
Publicity



Sustainability:

“Where there is business, traditional skills will not be lost”

Intangible Cultural Heritage Inheritance on Taobao and Tmall Platform:

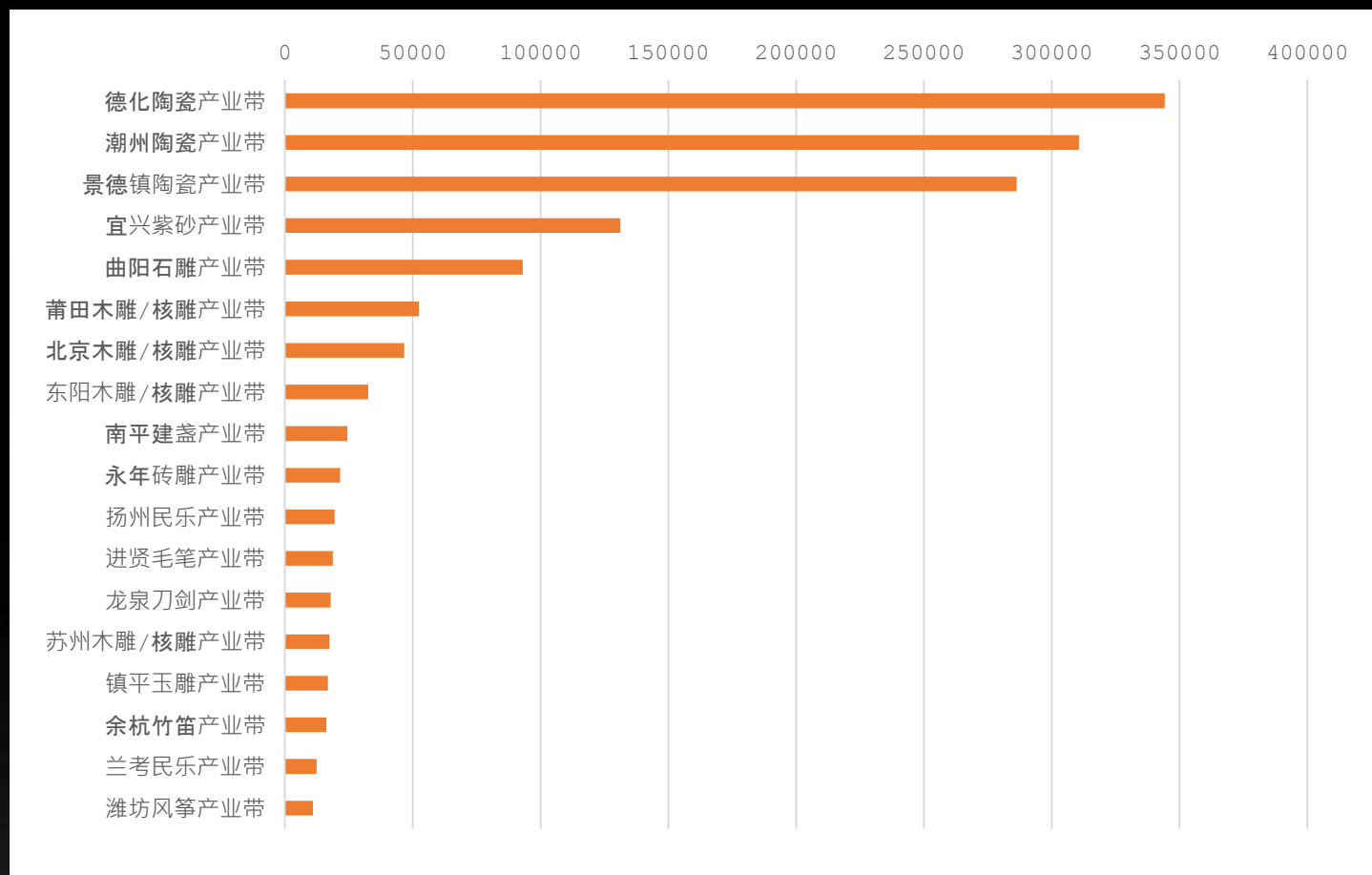
More than **67%** of shop owners found the inheritors.

72% of the shops run by artisans themselves or jointly with their families.

98% of artisans expressed strong confidence in the future, and 40% of them are the post-90s generation.



Sustainability: Digital industrial belt, one of the best practices for sustainable development and utilization

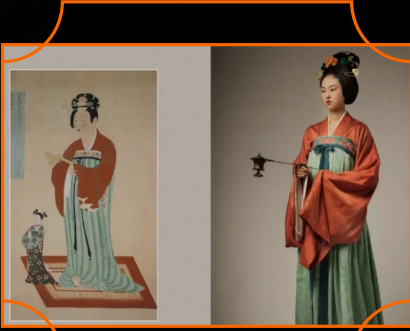


18 Digital Industrial Belt

More than 100 million

Newly increased 4 belts than 2021

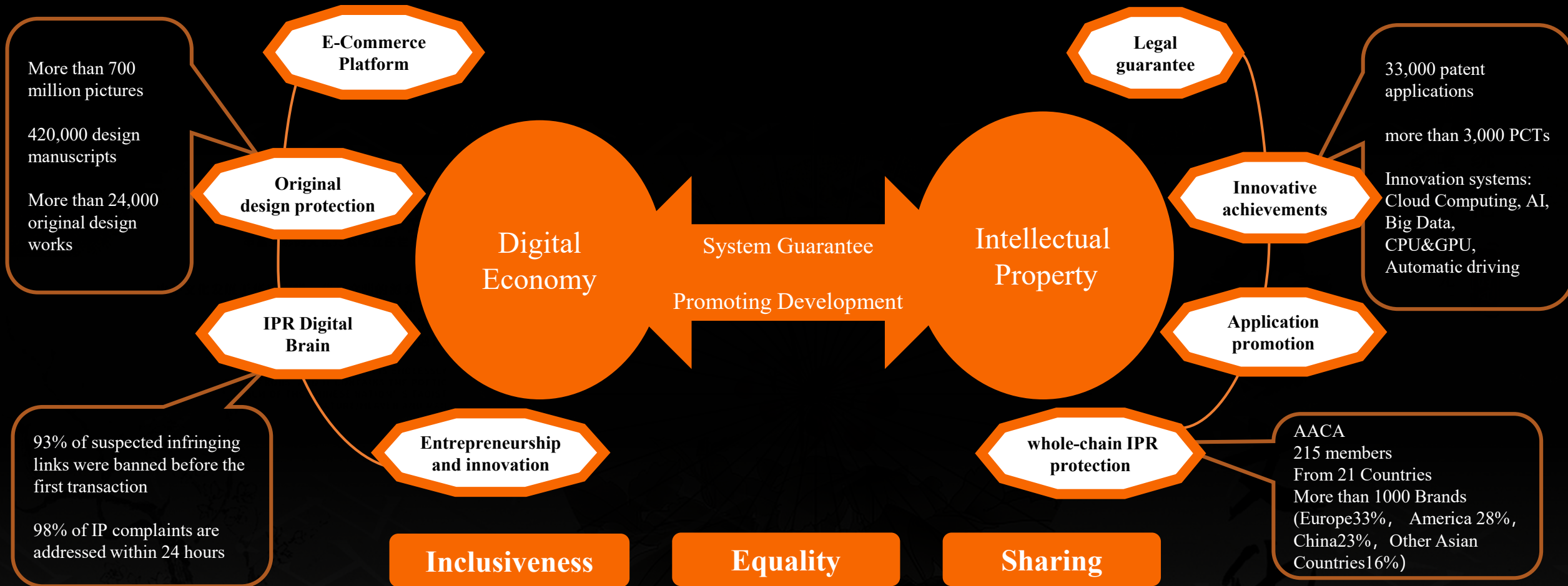
Plasticity: New expression of traditional knowledge in modern life by " creative reshaping"



文化

Plasticity:

The integration of the digital economy and IP injects vigor into "innovative reshaping"



An old Chinese saying:

“We should pass on the lasting essence of historical masterpieces for innovation.”

Abundance

**more new carriers.
markets and digitalization
productive protection.
the necessities of daily life**

Diversity

**power from diverse groups
creating new forms
through digitalization**

Openness

**integration of digital
economy and real economy
sustainable development
and utilization
benefit-sharing mechanism**

Extensiveness

**communication among
countries and industries
communication platform**

To make it easy to do business anywhere.

让天下没有难做的生意



Alibaba Group
阿里巴巴集团